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Curriculum

Hélia Gonçalves Pereira is an Associate Professor of the Marketing, Operations and General Management Department at Instituto Universitário de Lisboa - ISCTE-IUL. Hélia Gonçalves Pereira is Director of the Master in Hospitality and Tourism Management and of the Tour DC Msc (ERASMUS Mundus); Pos-Degree in Sales Management and Pos Degree in Top Management in Hospitality and Tourism.

She is Coordinator of the Marketing FutureCast Lab, an applied research lab in new trends in marketing. Her background is interdisciplinary, combining a BSc in Economics, a post Degree in European Studies, a MSc in Management and a PhD in Management with specialization in Marketing and several years as senior consultant in Price Waterhouse and Coopers. She has interests in consumer behaviour, internet marketing and social media and, as well, tourism marketing.

She was, between 2016 and 2019, member of the board (non-executive) of Turismo Fundos SGFII, S.A., a financial society that supports tourism and industrial projects.

Research Interests

Tourism Marketing

Digital Marketing

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-IUL - Instituto Superior Ciências Trabalho e da Empresa	PhD	Gestão	2009
ISCTE-IUL - Instituto Superior Ciências Trabalho e da Empresa	M.Sc.	Gestão de Empresas	2003
ISCTE-IUL - Instituto Superior Ciências Trabalho e da Empresa	Post-graduation	Gestão de Empresas	1998
Faculdade de Economia - UNL	Licenciante	Economia	1995
Instituto Superior de Economia e Gestão - UTL	Post-graduation	Estudos Europeus	1995

External Professional Activities

Period	Employer	Country	Description
Since 2014	ENAM Mozambique	--	Professor
2012 - 2014	Getúlio Vargas University	--	Professor
Since 2012	Marketing FutureCast Lab	--	Scientific Council Coordinator
Since 2010	Viatecla	--	Scientific coordination Video For Travel Project
2006 - 2008	Lusofona University	--	Professor
Since 2005	INDEG-ISCTE	--	Professor
Since 2005	INDEG-ISCTE	--	Professor
2002 - 2003	ISCEM	--	Professor

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord
2020/2021	2º	Work Project in Hospitality and Tourism Management		No
2020/2021	2º	Dissertation in Hospitality and Tourism Management		No

2020/2021	2°	Tourism and Leisure Management		Yes
2020/2021	2°	Internship in Hospitality and Tourism Management		No
2020/2021	2°	Marketing Management	Bachelor Degree in Human Resources Management;	No
2020/2021	1°	Research Seminar in Marketing	Master Degree in Marketing;	Yes
2020/2021	1°	Marketing	Post Graduation Program in Business Administration - EMBA;	Yes
2020/2021	1°	Managing Hospitality and Guest Service Organizations		Yes
2020/2021	1°	Marketing Management and Planning	Post Graduation Program in Commercial Direction; Post Graduation Program in Marketing;	No
2020/2021	1°	Marketing Management and Planning	Post Graduation Program in Commercial Direction; Post Graduation Program in Marketing;	No
2020/2021	1°	Marketing Management		Yes
2020/2021	1°	Marketing Management		Yes
2020/2021	1°	Research Seminar in Management	Master Degree in Business Administration;	No
2020/2021	1°	Tourism & Urban Worlds		Yes
2020/2021	1°	Dissertation in Hospitality and Tourism Management	Master Degree in Hospitality and Tourism Management;	No
2020/2021	1°	Marketing and Innovation in Tourism		Yes
2020/2021	1°	Wine Tourism & Wine Business		No
2020/2021	1°	Large Events & Event Management		No
2020/2021	1°	Shopping Tourism & Luxury Retail Management		No
2020/2021	1°	E-Tourism		No
2020/2021	1°	Marketing Management		No
2019/2020	2°	Doing Business Internationally		Yes
2019/2020	2°	Preopening Project in Hospitality and Tourism		Yes
2019/2020	2°	Project in Top Management in Hospitality and Tourism		Yes

2019/2020	2°	Wine Tourism & Wine Business		Yes
2019/2020	2°	Large Events & Event Management		Yes
2019/2020	2°	Shopping Tourism & Luxury Retail Management		Yes
2019/2020	2°	E-Tourism		Yes
2019/2020	2°	Internship in Hospitality and Tourism Management		Yes
2019/2020	2°	Marketing Management	Bachelor Degree in Human Resources Management;	Yes
2019/2020	1°	Research Seminar in Marketing	Master Degree in Marketing;	Yes
2019/2020	1°	Marketing	Post Graduation Program in Business Administration - EMBA;	Yes
2019/2020	1°	Research Methods in Hospitality and Tourism		Yes
2019/2020	1°	Marketing Management and Planning	Post Graduation Program in Commercial Direction; Post Graduation Program in Marketing;	Yes
2019/2020	1°	Marketing Management		Yes
2019/2020	1°	Marketing Management		Yes
2019/2020	1°	Research Seminar in Management	Master Degree in Business Administration;	No
2019/2020	1°	Strategy and Organizational Development for the Media	Master Degree in New Media Management;	Yes
2019/2020	1°	Marketing Management		Yes
2018/2019	2°	Marketing	Post Graduation Program in Business Administration - EMBA;	Yes
2018/2019	2°	Internacional Tourism Management		Yes
2018/2019	2°	Financial Analysis of Hospitality Enterprises		Yes
2018/2019	2°	Doing Business Internationally		Yes
2018/2019	2°	Marketing in Banking		Yes
2018/2019	2°	Project Marketing		Yes
2018/2019	2°	Preopening Project in Hospitality and Tourism		Yes

2018/2019	2°	Project in Top Management in Hospitality and Tourism		Yes
2018/2019	2°	Wine Tourism & Wine Business		Yes
2018/2019	2°	Large Events & Event Management		Yes
2018/2019	2°	Internship in Hospitality and Tourism Management		Yes
2018/2019	2°	Marketing Management	Bachelor Degree in Human Resources Management;	Yes
2018/2019	1°	Research Seminar in Marketing	Master Degree in Marketing;	Yes
2018/2019	1°	Research Methods in Hospitality and Tourism	Master Degree in Hospitality and Tourism Management;	Yes
2018/2019	1°	Marketing Management and Planning	Post Graduation Program in Commercial Direction; Post Graduation Program in Marketing;	No
2018/2019	1°	Marketing Management and Planning	Post Graduation Program in Commercial Direction; Post Graduation Program in Marketing;	No
2018/2019	1°	Marketing Management		Yes
2018/2019	1°	Marketing Management		Yes
2018/2019	1°	Research Seminar in Management	Master Degree in Business Administration;	No
2018/2019	1°	Research Seminar in Management	Master Degree in Business Administration;	No
2018/2019	1°	Strategy and Organizational Development for the Media	Master Degree in New Media Management;	Yes
2018/2019	1°	Marketing Management		Yes
2018/2019	1°	Marketing Management		Yes
2018/2019	1°	Marketing Management		Yes
2017/2018	2°	Marketing	Post Graduation Program in Business Administration - EMBA;	Yes
2017/2018	2°	Doing Business Internationally		Yes
2017/2018	2°	Project Marketing		Yes
2017/2018	2°	Preopening Project in Hospitality and Tourism		Yes

2017/2018	2°	Project in Top Management in Hospitality and Tourism		Yes
2017/2018	2°	Marketing Management	Bachelor Degree in Human Resources Management;	No
2017/2018	1°	Research Seminar in Marketing	Master Degree in Marketing;	No
2017/2018	1°	Marketing		Yes
2017/2018	1°	Marketing Management and Planning	Post Graduation Program in Commercial Direction; Post Graduation Program in Marketing;	Yes
2017/2018	1°	Marketing Management and Planning	Post Graduation Program in Commercial Direction; Post Graduation Program in Marketing;	Yes
2017/2018	1°	Marketing Management		Yes
2017/2018	1°	Research Seminar in Management	Master Degree in Business Administration;	No
2017/2018	1°	Research Seminar in Management	Master Degree in Business Administration;	No
2017/2018	1°	Marketing Management Project 1		Yes
2017/2018	1°	Marketing Management		No
2017/2018	1°	Marketing Management		No
2017/2018	1°	Marketing Management		No
2017/2018	1°	Marketing Management		No
2017/2018	1°	Strategic Marketing		Yes
2016/2017	2°	Doing Business Internationally		Yes
2016/2017	2°	Project Marketing		Yes
2016/2017	2°	Preopening Project in Hospitality and Tourism		Yes
2016/2017	2°	Project in Top Management in Hospitality and Tourism		Yes
2016/2017	2°	Marketing Management		Yes
2016/2017	2°	Marketing Management		Yes
2016/2017	1°	Marketing	Post Graduation Program in Business Administration - EMBA;	Yes
2016/2017	1°	Marketing Management and Planning	Post Graduation Program in Commercial Direction; Post Graduation Program in Marketing;	Yes

2016/2017	1°	Marketing Management and Planning	Post Graduation Program in Commercial Direction; Post Graduation Program in Marketing;	Yes
2016/2017	1°	Marketing Management		No
2016/2017	1°	Research Seminar in Management	Master Degree in Business Administration;	Yes
2016/2017	1°	Research Seminar in Management	Master Degree in Business Administration;	Yes
2016/2017	1°	Research Seminar in Management of Services and Technology	Master Degree in Management of Services and Technology;	No
2016/2017	1°	Marketing Management		Yes
2016/2017	1°	Marketing Management		Yes
2016/2017	1°	Marketing Management		Yes
2016/2017	1°	Strategic Marketing		Yes
2015/2016	2°	Marketing in Banking		Yes
2015/2016	2°	Project Marketing		Yes
2015/2016	2°	Preopening Project in Hospitality and Tourism		Yes
2015/2016	2°	Marketing Management		Yes
2015/2016	2°	Marketing Management		Yes
2015/2016	1°	Marketing	Post Graduation Program in Business Administration - EMBA;	Yes
2015/2016	1°	Marketing Management and Planning	Post Graduation Program in Commercial Direction; Post Graduation Program in Marketing;	Yes
2015/2016	1°	Marketing Management and Planning	Post Graduation Program in Commercial Direction; Post Graduation Program in Marketing;	Yes
2015/2016	1°	Marketing Management		Yes
2015/2016	1°	Research Seminar in Management	Master Degree in Business Administration;	No
2015/2016	1°	Research Seminar in Management	Master Degree in Business Administration;	No
2015/2016	1°	Research Seminar in Management of Services and Technology	Master Degree in Management of Services and Technology;	Yes
2015/2016	1°	Seminário 1 : Comportamento Financeiro Das Famílias Portuguesas		Yes

2015/2016	1°	Marketing Management		Yes
2015/2016	1°	Marketing Management		Yes
2015/2016	1°	Marketing Management		Yes
2015/2016	1°	Strategic Marketing		Yes
2014/2015	2°	Marketing in Banking		Yes
2014/2015	2°	Project Marketing		Yes
2014/2015	2°	Marketing_fd		Yes
2014/2015	2°	Marketing Management	Bachelor Degree in Human Resources Management;	Yes
2014/2015	2°	Marketing Management	Bachelor Degree in Human Resources Management;	Yes
2014/2015	1°	Marketing Management and Planning	Post Graduation Program in Commercial Direction; Post Graduation Program in Marketing;	No
2014/2015	1°	Marketing Management and Planning	Post Graduation Program in Commercial Direction; Post Graduation Program in Marketing;	No
2014/2015	1°	Marketing Management		No
2014/2015	1°	Research Seminar in Management		No
2014/2015	1°	Marketing Management		Yes
2014/2015	1°	Marketing Management		Yes
2014/2015	1°	Marketing Management		Yes
2014/2015	1°	Strategic Marketing	Master Degree in Marketing;	Yes
2014/2015	1°	Digital Business Models and Marketing Trends	Post Graduation Program in Marketing;	Yes
2014/2015	1°	Digital Business Models and Marketing Trends	Post Graduation Program in Marketing;	Yes
2013/2014	2°	Marketing Management		Yes
2013/2014	2°	Marketing Management		Yes
2013/2014	1°	Topics in Marketing Strategy		Yes
2013/2014	1°	Marketing Management and Planning	Post Graduation Program in Commercial Direction;	Yes

2013/2014	1º	Marketing Management and Planning	Post Graduation Program in Commercial Direction;	Yes
2013/2014	1º	Marketing Management		Yes
2013/2014	1º	Marketing Management		Yes
2013/2014	1º	Marketing Management		Yes
2013/2014	1º	Strategic Marketing	Master Degree in Marketing;	Yes

Supervisions

• Ph.D. Thesis

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Diogo Filipe Marques dos Santos Rosa	O papel da comunicação digital na gestão de crise. O caso das Instituições de Ensino Superior durante a COVID-19	Portuguese	Developing	Iscte
2	Isabel Rita Soromenho Silva Santos Sequeira	The effectiveness of the storytelling methodology in communicating cool brands	English	Developing	Iscte
3	Tomé Rodrigues	--	English	Developing	Iscte
4	Luis Sá	--	Portuguese	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Cristina Maria Costa Abreu	Innovating in sustainable tourism: a nature-based tourism (NBT) business model	English	Iscte	2024
2	Mónica Montes Mendes Rocha Ferreira	HUMAN-ARTIFICIAL INTELLIGENCE ENGAGEMENT EXPLORING THE PERSPECTIVES OF USERS AND TOURISM MANAGERS	English	Iscte	2022
3	Li Dacan	The construction and application of brand value evaluation model for China's pharmaceutical industry	--	Iscte	2019

• M.Sc. Dissertations

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Rui Manuel de Olim	Business Plan: Madeira Heritage Boutique Hotel	English	Iscte	2021
2	Abigail Gaspar Gonçalves Fernandes	The Audience Response to Different Referral Reward Programs? Designs in Social Networking Sites	English	Iscte	2021
3	Raquel Maria Freitas Pinheiro	The influence of experiential marketing on tourist satisfaction, purchase, repurchase and loyalty: the case of Madeira Island	English	Iscte	2021
4	Carlos Ubaldo Sevilla Castillo	Social Media And Digital Marketing for Destination Promotion and Branding: The Case Study of The Can't Skip Portugal Campaign.	English	Iscte	2021
5	Inês Antunes Serras	The Impact of Experience in Brand Loyalty of Wine Brands in Portuguese Wine Industry	English	Iscte	2020
6	Mariana Martins Rebelo	Local Tourism and the Millennials: The determinants influencing the accommodation choice	English	Iscte	2020
7	Maria Martinho da Silva de Lemos Pires	The impact of Artificial Intelligence Virtual Personal Assistants as Sales Channels on Customer Loyalty	English	Iscte	2020
8	Catarina Quintas Nunes	Green Marketing and the Conscious Consumers in Portugal	English	Iscte	2019
9	Guilherme Caeiro de Matos	European Union Communication Redesign ? Digital Platforms Role for an Active Civic Participation	English	Iscte	2019
10	Micaela Andreia Cabral Constantino	How can social media influence customers loyalty	English	Iscte	2019
11	Marina Sevilha Balthazar dos Santos	Overcoming Barriers in Palliative Care Referrals - The Role of Marketing Strategies	Portuguese	Iscte	2019
12	Catarina Isabel Neves Pereira da Silva	How are employees engaged to the brand where they work for?	English	Iscte	2019
13	Mónica Correia Cardoso Coelho Santos	The generation Z omnichannel experience in @Cosmetics stores	Portuguese	Iscte	2018
14	Mariana Ventura Rodrigues	New Trends In Store Atmosphere: An application to the telecommunication sector	English	Iscte	2017
15	Jorge Miguel Vicente de Campos Máximo	Olisipiadas - Estudo de Caso sobre a Criação da Marca de um Programa Desportivo Municipal	Portuguese	Iscte	2017

16	Filipe de Amaral Pedro Bota de Mendonça	New Trends in Marketing: The impact in convenience store's atmosphere	English	Iscte	2017
17	Bernardo Antunes de Almeida	RELEVÂNCIA DO "PARQUE DAS NAÇÕES" PARA A DINÂMICA DO TURISMO NA CIDADE DE LISBOA	Portuguese	Iscte	2017
18	Ana Carolina Monte Rocha Baltazar Coelho	A Intenção de Compra nas Marcas no Facebook	Portuguese	Iscte	2017
19	Inês de Oliveira Rodrigues	Marcas de Luxo num Contexto Digital - Exclusividade VS Diferenciação. Caso Furla	Portuguese	Iscte	2017
20	Filipa Loja Gomes Ferreira Evangelista	The Impact of New Trends in Supermarket Environment: The Case of the Olive Oil Sector	English	Iscte	2017
21	Mafalda dos Santos Simões	New Trends in Store Atmosphere: An Application to the Banking Sector	English	Iscte	2017
22	Dharmite Tushar Narendra	The Influence of New Trends in Store Atmospherics on Customer Experience in a Convenience Store Environment in Portugal	English	Iscte	2017
23	Marta Gil da Silva Araújo	Comportamentos do Consumidor e a Relação com o Turismo Criativo: Requalificação das Regiões Centro Interior de Portugal	Portuguese	Iscte	2016
24	Mille Nielsen	The Influence of Product Type, Humor Type, Brand Attitude, and Gender on Humour Effectiveness in ADS	English	Iscte	2015
25	Anders Juul Nielsen	The consumer-brand relationship paradox	English	Iscte	2015
26	Rita Margarida Rolin Pires	Intenção de Compra Online nos Seniores Portugueses	Portuguese	Iscte	2014
27	José Carlos de Melo Pinto Martins	Ferramentas de Marketing Digital no Sector Hoteleiro em Portugal: Influência ou Confluência	Portuguese	Iscte	2014
28	Maria João Sousa Inácio dos Santos	An E-Portrait of International Business Schools' Strategy	English	Iscte	2014
29	Paulo Filipe Figueiredo Nunes	The Relationships Between Portuguese Banks and their Customers in a Recessionary Context	English	Iscte	2014
30	Teresa Isabel Damião dos Reis	NInfluência do Preço e Ações Promocionais no Valor Percecionado da Loja de Retalho	Portuguese	Iscte	2014
31	Hugo Miguel Fidalgo Ferreira	A Study About E-WOM on an Economic Crisis Context: The case of telecommunications	English	Iscte	2014

32	Noor-Ayn Sacoor	The Impact of the Economic Crisis on Portuguese Consumer Behaviour - The automobile sector	English	Iscte	2014
33	Joana Abreu Machado Barata Gorgueira	The Effects of an Economic Downturn on Portuguese Families Purchase and Consumption: An application to the tourism sector	English	Iscte	2014
34	Nuno Tiago de Figueiredo Cardoso	The Influence of Social Media in the Purchase Decision Process - The case of portuguese energy consumers	English	Iscte	2014
35	Maria Joana Magalhães de Pinho	Fashion and Beauty Advertising Models 'Age and its Impact on Over 50 Female Consumers' Purchase Intention	English	Iscte	2013
36	António Filipe Esteves Miguel Carvalho	The Effects of Celebrity Endorsement on Consumers Purchasing Intentions	English	Iscte	2012
37	Ana Rita Bendada da Silva	O Papel do Marketing Relacional na Internet.	Portuguese	Iscte	2009

• M.Sc. Final Projects

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Margarida Silva Gonçalves	The Impact of Covid-19 on Event Management: How companies can use Social Media to face the Pandemic. A Social Media Marketing Plan for RConcept	English	Iscte	2021
2	Maria Coroado Santos	Improving awareness and reinforcing brand positioning in savings and investments in a digital era	English	Iscte	2021
3	Maria Garcia de Jesus	The Digital Transformation of the Banking Industry: Case of Caixa Geral de Depósitos	English	Iscte	2021
4	Bernardo Maria de Siqueira de Almeida Tarouca Rôxo	Surf Tourism in Ericeira - The Groundbreaking Offer of Selina Boavista Selina	Portuguese	Iscte	2020
5	Ana Sofia Félix Pires	DEVELOPMENT OF AN ONLINE STORE FOR TRADE OF EXCLUSIVE COSMETICS OF THE PHARMACY CHANNEL	Portuguese	Iscte	2020
6	João Dias do Rosário Pinto	Tourism Recovery - The Municipality of Sintra	English	Iscte	2020
7	Sara Vanessa Fernandes Costa	How can century-old multinational companies adapt their marketing and communication strategy to the digital channel and generational evolution: Philips Portuguesa S.A.	English	Iscte	2020

8	Cátia Sofia Ladeira Amorim	Marketing Plan: An action plan sistematization as a value proposal to Inapa Packaging development	Portuguese	Iscte	2019
9	Rute Alexandra Fonseca Serra	How to create value through experience: An APIVITA proposal	Portuguese	Iscte	2019
10	Pedro Miguel Francisco Ferreira	Marketing Plan TEVA ? OTC	English	Iscte	2019
11	Carlos Jorge da Costa Alves	Business Project - Marketing Plan- OTCs YF	Portuguese	Iscte	2019
12	Patrícia Alexandra Leal de Oliveira Leal	Marketing plan creation for entrepreneurial companies with fast growth - Science4you Case	Portuguese	Iscte	2019
13	Rita Lourenço de Sousa	How to Turn Innovative Startups into Successful Businesses: The Case of Techperks	English	Iscte	2019
14	André Marques Travassos	How and why did Greenwish rebranded as "green" restaurant	English	Iscte	2019
15	Rodrigo Vieira Castilho	DIGITAL MARKETING PERFORMANCE MEASUREMENT: HOW GOOD MARKETING PERFORMANCE MEASUREMENT PRACTICES CAN INCREASE FIRM'S PERFORMANCE - THE CASE OF FORALL PHONES	English	Iscte	2019
16	Konstantin Brehm	The Future of Online Fashion Retail - How can Zalando SE leverage on its strong market position and technological progress in order to become Europe's number one online fashion retailer?	English	Iscte	2019
17	Célia Marina Lopes Cabral	The impact of social media on corporate reputation in B2B context.	Portuguese	Iscte	2018
18	Jorge Miguel Abreu Dias	MARKETING COMMUNICATION ON A NON-PROFIT ORGANIZATION - A CASE STUDY ABOUT THE ACTIVITY OF A STUDENTS' UNION - ASSOCIAÇÃO DE ESTUDANTES DO ISCTE-IUL	English	Iscte	2018
19	Mariana Martins Domingues Castelo Carrilho	We Care For More Than Hair - Salon Emotion as the key for L'Oréal Professionnel to maintain its leadership.	English	Iscte	2018
20	Filipa Fernandez Veiga da Silva	The cultural differences between the Portuguese and Spanish consumer: Science4you's strategy	English	Iscte	2018
21	Inês Bernardo dos Santos	Customer Satisfaction and its relation with a positive NPS	English	Iscte	2018

22	Graça Maria Porto Temudo Pires de Oliveira	O Negócio da Publicidade no Contexto de um Operador Postal	Portuguese	Iscte	2017
23	Lia Barbieri da Nóbrega	Promotion of Sustainability in Higher Education Institutions: ISCTE-IUL	English	Iscte	2017
24	Inês Ferreira Lourenço Pinto	How can Store Atmosphere be Applied in Sonasol Brand	English	Iscte	2017
25	Marta Isabel dos Santos Brito Patrício	Crescer em Tempos de Crise: caso de rebranding Compal	Portuguese	Iscte	2016
26	João Filipe Ramos Pereira Gens	Implementação de CRM na Ordem dos Engenheiros	Portuguese	Iscte	2016
27	Osvaldo Miguel Pereira Cordeiro	O Reposicionamento da Marca Landini no Mercado Português de Tractores Agrícolas	Portuguese	Iscte	2016
28	Filipa Ribeiro do Couto	Lançamento de uma Nova Marca: Natur Troofs - Projeto Trofal S.A.	Portuguese	Iscte	2016
29	Maria Carolina de Azaredo Raposo	Flagship Store Frutológica Compal	English	Iscte	2016
30	Ana Catarina de Almeida Fancaria	How to Conquer the 6th Continent - Lancôme Brand in Travel Retail	English	Iscte	2016
31	André Filipe Ribeiro Bettencourt Calado	Case Study: Create a Facebook Campaign to Launch the APP Matrix Color Lounge	English	Iscte	2016
32	Ana Rita Belo Pereira Francisco	Marketing Persona Formulation and Content Strategy Analysis for PHC Software, SA	English	Iscte	2016
33	João Francisco Vaz da Rocha Paes de Faria	A Marketing Plan For The Nintendo NX	English	Iscte	2016
34	Luís Alexandre Faria Gomes	Impacto do Relançamento de Marcas em Declínio - O caso da marca Flora	Portuguese	Iscte	2016
35	Catarina Fernandes Dias	How Can Luxury Cosmetic Companies Leverage on Global Shoppers. The case study of Kiehl's since 1851	English	Iscte	2016
36	Vanda Cristina Badagola Murteira Vaz de Carvalho	A Necessidade de Adaptação dos Bancos à Realidade Digital	Portuguese	Iscte	2016
37	André Lima Campino	Dollarshaveclub.com - A case study on how can the brand tone of voice enable a startup to become a viral sensation	English	Iscte	2015
38	Carlota Alves Vieira Duque Neves	Reposicionamento do Restaurante Hippopotamus do Hotel Tivoli Oriente	Portuguese	Iscte	2015
39	Maria do Carmo Orta Oliveira de Herédia Cordovil	A Communication Plan for the "1 Yogurt a Day" Program	English	Iscte	2015

40	Carolina Safara Saiote	Danone's CRM Program "Alimenta Sorrisos": A development plan	English	Iscte	2015
41	Ana Rita Guerreiro Torrinha Monteiro Teles	Plano de Comunicação Digital para a Marca Amanhecer	Portuguese	Iscte	2015
42	Miguel Lages Ribeiro Gomes Saúde	Sporting Clube de Portugal, a Social Media Benchmark in the Football Clubs' Sector	English	Iscte	2015
43	Soraia Sofia Fernandes do Vale	A Social Media Marketing Plan for Galp Energia	English	Iscte	2015
44	Francisco Van Zeller de Moser	O Turismo da Cidade de Lisboa numa Perspectiva Cruzada entre a Procura e a Oferta	Portuguese	Iscte	2015
45	Vânia Catarina Pereira de Barros Gregório	The Challenge of Enhancing a Luxury Brand Without Awareness in a Perfumery	English	Iscte	2014
46	Ricardo António Teixeira Avelino	Marketing Communication Plan - Century 21 Global	English	Iscte	2014
47	Cláudia Patrícia Ferreira da Silva Loureiro	Análise e Estratégia do Lançamento de Margarina Imperial	Portuguese	Iscte	2013
48	Diogo Lopes Caramelo	Segmentation Model for an Electronics and Appliances Retailer in B2B Market	English	Iscte	2013
49	Celso Alves Martins	Albufeira: A Proposal for Brand Redefinition and Communication Plan	English	Iscte	2013
50	Vera Sofia Gonçalves Silva	Go-To-Market Strategy for Video Call Through Television	English	Iscte	2013
51	Raquel Rodrigues Antão	An Integrated Communication Plan for Herdade dos Arrochais	English	Iscte	2013
52	Miguel Jesus Rito Calado	Brand Redefinition and Communication Plan for Grândola	English	Iscte	2013
53	João Paulo Coelho dos Santos	Brand Extensions: A Marketing Plan for the Launching of a Tea Product Line Applied to LUSO	English	Iscte	2013
54	Mariana de Brito Simões	Tourists' Insights of Historic Hotels: The Case of Pousadas de Portugal	English	Iscte	2012
55	João Filipe Arrobas Correia de Matos	Análise da Estratégia Co-Branding no Sector Financeiro em Portugal - O caso da CGD	Portuguese	Iscte	2012
56	Frederico Simões Amores	Optimus Kanguru - Novos Canais de Distribuição	Portuguese	Iscte	2012
57	José Manuel Paulino Barambão	Plano Estratégico para o Desenvolvimento do Turismo Desportivo no Concelho de Sines como forma de Combater a Sazonalidade	Portuguese	Iscte	2012

58	Helena Isabel Teixeira Torres	A relação entre a indústria das viagens e turismo em Portugal e o Facebook: Profissionalização da página do Facebook da Amadeus Portugal	Portuguese	Iscte	2012
59	Sara de Azevedo Rodrigues	O Impacto das Redes Sociais no Relacionamento entre Marcas e Consumidores	Portuguese	Iscte	2012
60	Mariana Trindade Ricardo	Plano para a Definição de Modelos de Segmentação para o Meo	Portuguese	Iscte	2012
61	Carmen Sofia Mendes Garcia de Castro	Imagem das Marcas da Distribuição	Portuguese	Iscte	2012
62	Inês Rubio Cabrita	Portuguese Online Searching and Buying Behavior for Personal Lifestyle Products and Services	English	Iscte	2012
63	Joana Cláudia Estêvão Ramalho	Touristic Marketing: communicating a brand called Vila Real de Santo António	English	Iscte	2012
64	Mafalda Isabel Biga Campanha	Digital Communication Plan for Renault Twizy	English	Iscte	2012
65	José António Nobre Cardoso	Online Buying Behavior in Technological and Office Products	English	Iscte	2012
66	Inês Martins dos Santos Fidalgo Fonseca	L'Oréal Professionnel Homme "Redefining the Market with a New Extension	English	Iscte	2012
67	Adelaide Sofia Marques Portela Batista	Food for Wine Lovers - A restaurant repositioning	English	Iscte	2012
68	Madalena Piano de Abreu Castelo Branco	Being Traditional in the Global - Santini case study	English	Iscte	2012
69	Rodrigo Gordicho da Costa Hipólito de Oliveira	--	--	Iscte	2011
70	Marta Isabel Pedrosa Ribeiro	Fidelização de Consumidores SKIP	--	Iscte	2011
71	Steven Henriques Santos	Factores Competitivos: Mergulhando no turismo do Surf.	--	Iscte	2011
72	Diana Ferreira Mota de Oliveira Ponte	--	--	Iscte	2011
73	Ana Catarina Correia Campos	As Extensões de Marca: Caso Dove Men+Care.	Portuguese	Iscte	2011
74	Rita Gomes Alves	A Influência da Comunicação no Crescente Consumo de Produtos Grooming Masculinos.	--	Iscte	2011
75	Bárbara Ramos Pais Silveira	Impacto da Gestão de Reclamações na Fidelização de Clientes	--	Iscte	2011

76	Fábio Alexandre Rodrigues Nunes	Turismo Rural: Aldeia de Mofreita	--	Iscte	2011
77	Ivan Miguel Pinheiro Pacheco Coelho	O Mercado dos Hostels: Análise e Estratégia de expansão de um caso de sucesso	Portuguese	Iscte	2011
78	Margarida Távora Alves	--	--	Iscte	2011
79	Ricardo Manuel da Silva Veras Santos Reis	Jornal de Negócios: O Fim da Liderança no Mercado da Imprensa Diária Portuguesa	Portuguese	Iscte	2011
80	Inês de Albuquerque Tomás Mateus	--	--	Iscte	2011
81	Maria do Carmo de Morais de Matos	O Relatório de Sustentabilidade da Matutano.	Portuguese	Iscte	2011
82	Maria Sofia Godinho Quintino de Barros	Estudo sobre a Consumidora Portuguesa de Vinhos - O impacto das crenças na sua opção de beber vinho	Portuguese	Iscte	2011
83	Teresa Alexandra Féria Gato Contreiras Revez	Comunicação Integrada da Marca Alentejo.	Portuguese	Iscte	2010
84	Luís Miguel de Jesus Simões Justino	A Internacionalização da Proóptica para Marrocos como Forma de Melhorar a Competitividade da Empresa	Portuguese	Iscte	2010
85	Rita Gouveia Macedo Ferreira	A Imagem da SATA no Continente Português.	Portuguese	Iscte	2010
86	Nuno Miguel Dias de Carvalho	Estratégias de Marketing na Banca Portuguesa: A Oferta de Trade Finance.	Portuguese	Iscte	2010
87	Sónia Lourenço Olaio	CRM: A Importância da Relação One-to-One em Contexto da Crise Financeira.	Portuguese	Iscte	2010
88	Artur Jorge Mendes Fernandes	Análise nas 4 Vertentes do Marketing-Mix no Lançamento do Alfa Romeo Mito.	Portuguese	Iscte	2010
89	Ana Sofia Narciso Marques de Andrade Nunes	Novo Paradigma do Crédito Habitação	Portuguese	Iscte	2010
90	Maria Teresa Marques Vidigal	A Imagem de Portugal como Destino Turístico em Espanha.	Portuguese	Iscte	2010
91	Gonçalo dos Santos Ribeiro	Plano Estratégico de Comunicação para a Intertur S.A.	Portuguese	Iscte	2009
92	Maria Margarida Rodrigues Gonçalves Bettencourt	A Internacionalização do Compal Essencial para o Mercado Polaco.	Portuguese	Iscte	2009
93	Marco Emmanuel da Cruz Godinho	Um Estudo Exploratório sobre a Orientação de Marketing pelo Mercado.	Portuguese	Iscte	2009

Total Citations

Web of Science®	244
Scopus	244

Publications

• Scientific Journals

- Scientific journal paper

1	Abreu, C., Marques, C. & Pereira, H. G. (2026). Business models for nature-based tourism companies: The adoption of sustainable requirements. <i>Journal of Rural Studies</i> . 124
2	Abreu, C., Marques, C. & Pereira, H. G. (2025). Understanding sustainability and innovation in nature-based tourism business models: A systematic literature review. <i>Journal of Sustainability Research</i> . 7 (4) - Times Cited Scopus: 2 - Times Cited Google Scholar: 2
3	Ferreira, Mónica Mendes, Pereira, H., Ashfaq, M. & Loureiro, S. M. C. (2023). Tourist-virtual assistant communication: the power of attachment and authenticity. <i>Anatolia</i> . 34 (4), 566-578 - Times Cited Web of Science®: 9 - Times Cited Scopus: 11 - Times Cited Google Scholar: 15
4	Ferreira, Mónica Mendes, Loureiro, S. M. C. & Pereira, H. (2022). You are only mine: Engage with voice assistant while find destinations and accommodations. <i>Journal of Promotion Management</i> . 28 (2), 189-204 - Times Cited Web of Science®: 10 - Times Cited Scopus: 17 - Times Cited Google Scholar: 19
5	Pereira, H., Salgueiro, M. F. & Rita, P. (2017). Online determinants of e-customer satisfaction: application to website purchases in tourism. <i>Service Business</i> . 11 (2), 375-403 - Times Cited Web of Science®: 45 - Times Cited Scopus: 41 - Times Cited Google Scholar: 103
6	Pereira, H. G., Cardoso, M. & Dionísio, P. (2017). The determinants of website purchases: the role of e-customer loyalty and word-of-mouth. <i>International Journal of Electronic Marketing and Retailing</i> . 8 (2), 136-156 - Times Cited Web of Science®: 2 - Times Cited Scopus: 9
7	Pereira, H., Salgueiro, M. F. & Rita, P. (2016). Online purchase determinants of loyalty: the mediating effect of satisfaction in tourism. <i>Journal of Retailing and Consumer Services</i> . 30, 279-291 - Times Cited Web of Science®: 105 - Times Cited Scopus: 86 - Times Cited Google Scholar: 300

8	Pereira, H. G., Carvalho, A. & Portela, S. L. (2015). The managerial and economic effects of celebrity endorsement on consumer purchasing intentions. <i>International Journal of Latest Trends in Finance and Economics Sciences</i> . 5 (2), 898-909
9	Pereira, H., Salgueiro, M. F. & Mateus, I. (2014). Say yes to Facebook and get your customers involved! Relationships in a world of social networks. <i>Business Horizons</i> . 57 (6), 695-702 - Times Cited Web of Science®: 72 - Times Cited Scopus: 66
10	Dionísio, P., Leal, C., Pereira, H. & Salgueiro, M. F. (2013). Piracy among undergraduate and graduate students: influences on unauthorized book copies. <i>Journal of Marketing Education</i> . 35 (2), 191-200 - Times Cited Scopus: 12
11	Miranda, N., Raminhos, R., Pereira, H. & Trigo, V. (2013). Video for Travel - an effective solution for applying video in the tourism domain. <i>International Journal of Innovations in Business</i> . 2 (2)
12	Pereira, H., Costa, I. & Patuleia, M. (2012). O Marketing Turístico Sustentável orientado para as Comunidades Locais: o Polo de Desenvolvimento Turístico da Serra da Estrela. <i>Revista Turismo e Desenvolvimento/Journal of Tourism and Development</i> . 17/18, 695-706

• Books and Book Chapters

- Book author

1	Luiz Moutinho, Valarinho, F., Pereira, H., Dionísio, J., Esteves, P. & Rodrigues, J. (2020). <i>Gestão no Pós-Covid19 Exemplos e Tendências Inspiradoras</i> . Lisboa. Prime Books.
2	Moutinho, L., Dionísio, J., Rodrigues, J. & Pereira, H. (2012). <i>Marketing Trends - Antecipar o futuro para inspirar o presente</i> . Lisboa, Portugal. Bnomics.
3	Dionísio, J., Pereira, H. & Cardoso, M. (2012). <i>Comportamentos de procura de informação e compra online</i> . Lisboa, Portugal. Confederação do Comércio e Serviços de Portugal.

- Book editor

1	Rodrigues, J., Dionísio, J., Pereira, H. & Crespo de Carvalho, J. (2011). <i>Grupo Nabeiro - Gestão Sustentada e Sucesso Empresarial</i> . Lisboa. B-nomics.
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- Book chapter

1	Ferreira, Mónica Mendes, Pereira, H. & Loureiro, S. M. C. (2020). Communication tools in the customer's journey: Application to the tourism sector. In Sandra Maria Correia Loureiro, Hans Ruediger Kaufmann (Ed.), <i>Exploring the power of electronic word-of-mouth in the services industry</i> . (pp. 288-316). Hershey: IGI Global. - Times Cited Google Scholar: 5
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• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Rebello, J., Pereira, H. & Pinheiro, C. (2024). Examining banks' response to climate risks: Insights from Portugal. In Tawfiq Rkibi (Ed.), 2nd International Scientific Conference of Social Sciences and Technology School of Universidade Europeia: Abstracts. (pp. 51-52). Lisboa: Universidade Europeia.
2	Ferreira, M. M., Loureiro, S. M. C. & Pereira, H. (2021). Virtual reality and artificial intelligence: Co-creation process between consumers and firms in an area of smart cities. In M. Claudia tom Dieck, Timothy H. Jung, Sandra M. C. Loureiro (Ed.), Augmented reality and virtual reality: New trends in immersive technology, Conference Proceedings. (pp. 239-250): Springer. - Times Cited Google Scholar: 3
3	Pereira, H. & Salgueiro, M. F. (2020). The role of satisfaction when mediating loyalty: What's for in online tourism purchases?. In EURAM 2020 Conference Proceedings. Dublin: European Academy of Management.
4	Ferreira, M. M., Loureiro, S. M. C. & Pereira, H. (2020). The role of virtual reality and artificial intelligence in marketing relationship communications. In 2020 Global Marketing Conference at Seoul Proceedings. (pp. 981-983). Seoul: Global Alliance of Marketing and Management Associations.
5	Ferreira, Mónica Mendes, Loureiro, S. M. C. & Pereira, H. (2020). Virtual reality and artificial intelligence in an area of smart cities. In 6th International AR VR Conference.
6	Pereira, H. G. & Salgueiro, M. F. (2019). What determines tourism loyalty?: The role of trust in online purchases of tourism products. In European Academy of Management Conference, EURAM 2019. Lisbon: European Academy of Management.
7	Marques, S., Lindo, V. & Pereira, H. (2019). How gender affects the buying-decision process among consumers of luxury goods. In 2019 Global Fashion Management Conference at Paris Proceedings. Paris: Global Alliance of Marketing and Management Associations. - Times Cited Web of Science®: 1
8	Pereira, H. & Salgueiro, M. F. (2019). Fashion and beauty advertising models' age and its impact on over 50 female consumers' purchase intention. In 2019 Global Fashion Management Conference at Paris Proceedings. (pp. 824-826). Paris: Global Alliance of Marketing and Management Associations.
9	Pereira, H., Salgueiro, M. F. & Nunes, P. (2018). The relationships between portuguese banks and their customers in a recessionary context. In The Academy of Business and Retail Management (Ed.), 7th International Conference on Business and Economic Development (ICBED). (pp. 340-351). Nova lorque
10	Teixeira, N., Pereira, H. G. & Dionísio, P. (2018). Online consumer generated content it's for real! the rise of social influence marketing. In 7th International Conference on Business and Economic Development, ICBED 2018. (pp. 358-366): The Academy of Business and Retail Management.
11	Pereira, H. G., Salgueiro, M. F. & Marques, S. H. (2017). How does economic crisis impact on family vacations?. In International Conference on Business and Economic Development. (pp. 374-384). Nova lorque: The Academy of Business and Retail Management (ABRM).
12	Pereira, H., Salgueiro, M.F. & Marques, S. (2017). Portuguese women as wine consumers - the impact of beliefs on the option to drink wine. In International Conference on Business and Economic Development. (pp. 68-78): The Business & Management Review.
13	Pereira, H., Salgueiro, M.F. & Rita, P. (2016). The mediating effect of satisfaction: Does it influence loyalty concerning online tourism purchases?. In Proceedings of the 45th European Marketing Academy Conference (EMAC). Oslo: EMAC.

14	Pereira, H., Salgueiro, M.F. & Nunes, P. (2015). The relationships between Portuguese banks and their customers in a recessionary context. In Irina Saur-Amaral (Ed.), International Conference on Innovation and Entrepreneurship in Marketing and Consumer Behaviour - ICIEMC. (pp. 205-217). Aveiro: Edições IPAM.
15	Pereira, H., Salgueiro, M.F. & Rita (2015). Intenção de compra online nos seniores Portugueses. In Irina Saur-Amaral (Ed.), International Conference on Innovation, Entrepreneurship in Marketing and Consumer Behavior - ICIEMC. (pp. 218-229). Aveiro: Edições IPAM.
16	Pereira, H., Rita, P. & Salgueiro, M.F. (2014). A Relationship Marketing Approach to the Online Purchase of Tourism Products. In Enrique Bigné, EMAC 2014 Conference Chair (Ed.), EMAC 2014 - Paradigm Shifts & Interactions. Valência: Universitat de Valencia.
17	Pereira, H., Salgueiro, M.F. & Inês Costa (2014). A Role of Local Communities in a Sustainable Destination Perspective. In Tourism and Ageing Conference 2014.
18	Pereira, H., Salgueiro, M.F., Dionísio, J. & Joana Pinho (2014). Fashion and Beauty Advertising Models' Age and its Impact on Over 50 Female Consumers' Purchase Intention. In Tourism and Ageing Conference, 2014. Estoril
19	Pereira, H., Cardoso, M. G. M. S. & Pedro Dionísio (2014). Online Buying Behavior in Technological and Office Products. In Shopper Marketing & Pricing Conference Proceedings.: Published by Stockholm School of Economics.
20	Pereira, H., Salgueiro, M.F. & Rita, P. (2014). Online Determinants of E-Customer Satisfaction: Application to Website Purchases in Tourism. In International Network of Business and Management Journals (Ed.), International Network of Business and Management Journals. Barcelona: International Network of Business and Management Journals.
21	Pereira, H., Cardoso, M. G. M. S. & Dionísio, J. (2014). Online buying behavior in Technological and Office Products. In Stockholm School of Economics (Ed.), Shopper Marketing and Pricing Conference. (pp. 81-84). Stockholm: Stockholm School of Economics.
22	Pereira, H., Dionísio, J. & Cardoso, M. G. M. S. (2013). Portuguese online consumer and buying behavior for home products. In EIRASS. Philadelphia
23	Pereira, H., Cardoso, M. G. M. S. & Dionísio, J. (2013). Lifestyle Products and Services Online. In EIRASS. Philadelphia
24	Pereira, H., Dionísio, J. & Leal, M. (2013). The Hostel Market: a successful case of service strategy. In International Network of Business and Management Journals. Lisbon
25	Teixeira, N., Dionísio, J. & Pereira, H. (2013). Online Consumer Generated Content and the Role of Social Influence Marketing. In International Network of Business & Management Journals.
26	Costa, I. & Pereira, H. (2013). A Sustainable Tourism Marketing in Local Communities Perspective. In International Network of Business & Management Journal. Lisboa
27	Pereira, H., Salgueiro, M.F. & Mateus, I. (2013). Relationships between Brands and Customers in a World of Social Networks. In International Network of Business and Management Journals – INBAM. Lisbon: INBAM 2013.

28	Pereira, H., Costa, I. & Patuleia, M. (2012). O Marketing Turístico Sustentável orientado para as Comunidades Locais: o Polo de Desenvolvimento Turístico da Serra da Estrela. In Universidade de Aveiro (Ed.), INVTUR 2012. (pp. 0-0). Aveiro
29	Miranda, N., Raminhos, R., Silveira, A., Seabra, P., Pereira, H., Coutinho, E....Trigo, V. (2012). VIDEO FOR TRAVEL An effective solution for using video in the tourism domain . In University for Business Engineering and Management, Banja Luka (Ed.), International Conference on Social and Technological Development (STED 2012). (pp. 0-0). Banja Luka
30	Pereira, H., Trigo, V., Dionísio, J., Cardoso, M., Miranda, N., Raminhos, R....Seabra, P. (2012). Video for travel: Determinants of Video Content Usage Relations. In University for Business Engineering and Management, Banja Luka (Ed.), International Conference on Social and Technological Development (STED 2012). (pp. 0-0). Banja Luka
31	Pereira, H., Rita, P. & Salgueiro, M.F. (2012). How To Make Customers Loyal To Online Tourism Products?. In European Marketing Association (Ed.), EMAC 2012. (pp. 294-295). Lisboa
32	Hélia Maria Gonçalves Pereira, Paulo Miguel Rasquinho Ferreira Rita & Salgueiro, M.F. (2011). Evaluating online purchase factors that influence e-customer satisfaction in tourism. In Proceedings of the EMAC 2011 Conference. (pp. 0-0). Ljubljana
33	Pereira, H., Rita, P. & Salgueiro, M.F. (2010). Evaluating traditional online purchase factors that influence online tourism customers satisfaction . In EMAC (Ed.), European Marketing Association Conference 2010. (pp. 0-0). Copenhaga: EMAC.
34	Pereira, H., Rita, P. & Salgueiro, M.F. (2009). The Determinants of Satisfaction of Loyal Customers in the Purchase of Online Tourism Products. In Academy of Marketing Conference. (pp. 0-0): Academy of Marketing.

- Talk

1	Pereira, H. & Salgueiro, M.F. (2020). The Role of Satisfaction when mediating Loyalty What's for in Online Tourism Purchases?. EURAM 2020 - European Academy of Management Conference.
2	Pereira, H. (2020). The Role of Satisfaction when mediating Loyalty What's for in Online Tourism Purchases?. EURAM 2020 ONLINE CONFERENCE THE BUSINESS OF NOW: THE FUTURE STARTS HERE.
3	Ferreira, Mónica Mendes, Loureiro, S. M. C. & Pereira, H. (2020). Virtual reality and artificial intelligence: co-creation process between consumers and firms in an area of smart cities. 6th International AR VR Conference: Augmented Reality and Virtual Reality - New trends in immersive technology.
4	Marques, S. & Pereira, H. (2019). How gender affects the buying-decision process among consumers of luxury goods. 2019 Global Fashion Management Conference.
5	Pereira, H. & Salgueiro, M.F. (2019). FASHION AND BEAUTY ADVERTISING MODELS'AGE AND ITS IMPACT ON OVER 50 FEMALE CONSUMERS' PURCHASE INTENTION. GAMMA 2019 - Global Fashion Management Conference.
6	Pereira, H. & Salgueiro, M.F. (2019). What determines Tourism Loyalty? The Role of Trust in Online Purchases of Tourism Products . EURAM European Management Conference.
7	Pereira, H., Dionísio, J. & Teixeira, N. (2018). Online Consumer Generated Content it's for real! The Rise of Social Influence Marketing. IECBD.

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9	Araújo, M., Pereira, H. & Marques, C. (2017). Creative Tourists in Rural Regions: How do they behave regarding to creative experiences?. European Marketing Academy Conference - EMAC 2017.
10	Pereira, H., Salgueiro, M.F. & Marques, S. (2017). Portuguese women as wine consumers - the impact of beliefs on the option to drink wine. International Conference on Business and Economic Development.
11	Pereira, H., Salgueiro, M.F. & Marques, S. (2017). How does economic crisis impact on family vacations?. International Conference on Business and Economic Development.
12	Pereira, H., Salgueiro, M.F. & Rita, P. (2016). The Mediating Effect of Satisfaction – Does it influences Loyalty Concerning Online Tourism Purchases?. European Marketing Academy 2016.
13	Pereira, H., Salgueiro, M.F. & Nunes, P. (2015). The relationships between Portuguese banks and their customers in a recessionary context. International Conference on Innovation and Entrepreneurship in Marketing and Consumer Behaviour - ICIEMC. 205-217
14	Pereira, H., Salgueiro, M.F. & Rita (2015). Intenção de compra online nos seniores Portugueses. International Conference on Innovation, Entrepreneurship in Marketing and Consumer Behavior - ICIEMC. 218-229
15	Pereira, H., Rita, P. & Salgueiro, M.F. (2014). A Relationship Marketing Approach to the Online Purchase of Tourism Products. EMAC 2014 - Paradigm Shifts & Interactions. 43th
16	Pereira, H., Salgueiro, M.F. & Inês Costa (2014). A Role of Local Communities in a Sustainable Destination Perspective. Tourism and Ageing Conference 2014.
17	Pereira, H., Salgueiro, M.F., Dionísio, J. & Joana Pinho (2014). Fashion and Beauty Advertising Models' Age and its Impact on Over 50 Female Consumers' Purchase Intention. Tourism and Ageing Conference, 2014.
18	Pereira, H., Salgueiro, M.F. & Rita, P. (2014). Online Determinants of E-Customer Satisfaction: Application to Website Purchases in Tourism. International Network of Business and Management Journals. 4
19	Pereira, H., Cardoso, M. G. M. S. & Dionísio, J. (2014). Online buying behavior in Technological and Office Products. Shopper Marketing and Pricing Conference. 81-84
20	Dionísio, J., Pereira, H. & Cardoso, M. (2013). Portuguese online consumer and buying behavior for home products. Recent Advances in Retailing & Services Science Conference.
21	Pereira, H., Dionísio, J. & Cardoso, M. (2013). Lifestyle Products and Services Online. Recent Advances in Retailing & Services Science Conference.
22	Pereira, H., Dionísio, J. & Leal, M. (2013). The Hostel Market: a successful case of service strategy. International Network of Business and Management Journals – INBAM.
23	Pereira, H. & Costa, I. (2013). A Sustainable Tourism Marketing in Local Communities Perspective. International Network of Business and Management Journals – INBAM.
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26	Pereira, H. & Mateus, I. (2012). A Study about the Relation between Brands and Fans in the Facebook. 19th International Conference on Recent Advances in Retailing and Consumer Services Science .
27	Alves, R., Pereira, H. & Cardoso, M. (2012). The influence of communication on the increased consumption of male grooming products. 19th International Conference on Recent Advances in Retailing and Consumer Services Science .
28	Pereira, H., Costa, I. & Patuleia, M. (2012). O Marketing Turístico Sustentável orientado para as. INVTUR 2012.
29	Pereira, H., Miranda, N., Raminhos, R., Silveira, A., Seabra, P., Coutinho, E....Trigo, V. (2012). Vídeo for Travel An effective solution for using video in the tourism domain. International Conference on Social and Technological Development (STED 2012) .
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31	Pereira, H. & Lage, M. (2012). Market Driving Sustainable Trends. EMAC 2012.
32	Pereira, H., Rita, P. & Salgueiro, M.F. (2012). How To Make Customers Loyal To Online Tourism Products?. EMAC 2012.
33	Hélia Maria Gonçalves Pereira, Paulo Miguel Rasquinho Ferreira Rita & Salgueiro, M.F. (2011). Evaluating online purchase factors that influence e-customer satisfaction in Tourism. The European Marketing Academy Conference.
34	Santos, M-C., Martins, L.M. & Pereira, H. (2011). Marketing Planning modulul 4, Support for the International Master of Entrepreneurship and Venture . TREPAN Program supported by Union European, Romanian, University of Craiova and ISCTE-IUL.
35	Pereira, H., Rita, P. & Salgueiro, M.F. (2010). Evaluating specific online purchase factors that influence online tourism customers satisfaction . 17th International Conference of the European Institute of Retailing and Services Studies.
36	Pereira, H., Rita, P. & Salgueiro, M.F. (2010). Evaluating traditional online purchase factors that influence online tourism customers satisfaction . The European Marketing Academy Conference.
37	Pereira, H., Rita, P. & Salgueiro, M.F. (2009). The Determinants of Satisfaction of Loyal Customers in the Purchase of Online Tourism Products. Academy of Marketing Conference.
38	Pereira, H. & Rita, P. (2008). The influence of Relationship Marketing and other motivational factors in the satisfaction and loyalty of online purchase of tourism products. The European Institute of Retailing and Services Studies (EIRASS) International Conference.

Director (2020 - 2021) Unit/Area: Master Degree in Hospitality and Tourism Management
Director (2018 - 2020) Unit/Area: Master Degree in Hospitality and Tourism Management
Director (2017 - 2018) Unit/Area: Bachelor Degree in Marketing Management
Coordenador (2017) Unit/Area: Post Graduation Program in Commercial Direction
Coordenador (2017 - 2018) Unit/Area: [0225] Top Management in Hospitality and Tourism
Coordenador (2016 - 2017) Unit/Area: Post Graduation Program in Business Management
Sub-diretor (2015 - 2018) Unit/Area: Department of Marketing, Operations and General Management
Director (2011 - 2013) Unit/Area: Master Degree in Marketing
Director (2010 - 2011) Unit/Area: Master Degree in Marketing

Awards

Pedagogical Prize ISCTE-IUL (2015)
Best Professor Executive Master in Project Management (2014)
Best Professor Executive Master in Brand Management (2011)
Best Professor Executive Master in Brand Management (2010)

Organization/Coordination of Events

Type of Organization/Coordination	Event Title	Organizer	Year
Member of non-scientific event's organizing committee	A Revolução do Pricing e Distribuição em Hotelaria	INDEG-ISCTE	2016
Member of non-scientific event's organizing committee	Novos Modelos de Negócio em Hotelaria	INDEG-ISCTE	2016
Member of scientific event's organizing committee	Tourism and Ageing	Audax-IUL	2016
Member of non-scientific event's organizing committee	Estudo O comportamento bancário do novo emigrante	Marketing FutureCast Lab	2015
Member of non-scientific event's organizing committee	Estudo Comportamento de Compra de Seniores Portugueses	Marketing FutureCast Lab	2015
Member of non-scientific event's organizing committee	Estudo Os Jovens Portugueses	Marketing FutureCast Lab	2015

Member of non-scientific event's organizing committee	Estudo Best Practices in Social Media	Marketing FutureCast Lab	2014
Member of non-scientific event's organizing committee	Paradigm Shift	Marketing FutureCast Lab	2013
Member of non-scientific event's organizing committee	Estudo "O novo Normal"	Marketing FutureCast Lab	2013
Member of non-scientific event's organizing committee	New Trends in Marketing	Marketing FutureCast Lab	2012
Coordination of scientific event (with scientific committee) outside of ISCTE-IUL	Comportamento de Pesquisa e Compra Online	CCP	2012